MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMR 2024 – UNDERSTANDING CONSUMERS

(All sections / Groups)

3 JUNE 2016
3:00 p.m – 5:00 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 5 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Short Essay
Answer all **FIVE (5)** questions

Question 1

a) The marketing manager of your company has learnt that you are taking Consumer Behavior as one of the unit in your studies. He wants to know the importance of Consumer Behavior to a Marketing Manager like himself. Advise him accordingly. (10 Marks)

b) If you were to buy an unbranded laptop computer from a new computer outlet, identify five types of perceived risk you might have to face after purchase and briefly explain your answer. (10 Marks)

(Total = 20 Marks)

Question 2

a) a) Describe Maslow's theory of hierarchy of needs. Briefly explain **ONE (1)** strategic marketing applications of the theory. (8 Marks)

b) Explain with examples three marketing applications of stimulus generalization for introducing new products. (12 Marks)

(Total = 20 Marks)

Question 3

a) Name **FOUR (4)** personality traits that a marketer can use to predict the level of innovativeness of consumers. Briefly explain each trait. (8 Marks)

b) Psychologists have constructed several models capturing the underlying dimensions of attitude. One of these models in Tri-component attitude model, Explain it in detail. (12 Marks)

(Total = 20 Marks)

Question 4

Companies spend millions of dollars each year for celebrities to appear in their marketing communications. Explain why this might be a good investment. That is, discuss the reasons why celebrity endorsers are effective. (20 Marks)

(Total = 20 Marks)

Continued.....

Question 5

a) Marketers of high technology products must be very careful when they are choosing the customers they want to target. Identify and describe each of the five adopter categories. (10 Marks)

b) Differentiate between the types of gifting and provide an example of each. (10 Marks)

(Total = 20 Marks)

End of Page.